

Federal Communications Commission

FCC MB - CDBS Electronic Filing
Account number: 266123

Description: WTXF FORM 388 4Q 2008
Application Reference Number: 20090108ADN
Successfully filed at Jan 8 2009 11:51AM

Based on the information supplied, no fee is required.

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Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (March 2008)	FOR FCC USE ONLY
FCC 388 DTV Quarterly Activity Station Report		FOR COMMISSION USE ONLY FILE NO. -20090108ADN	
Licensee FOX TELEVISION STATIONS OF PHILADELPHIA, INC.			
Call Sign WTXF-TV	Facility Id 51568	Previous Call Sign (if applicable)	
Community of License			
City PHILADELPHIA	State PA	County PHILADELPHIA	Zip Code 19106 -
Nielsen DMA PHILADELPHIA	World Wide Web Home Page Address WWW.MYFOXPHILLY.COM	Licensee Renewal Expiration Date (mm/dd/yyyy) 08/01/2015	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)			
<input checked="" type="checkbox"/> Analog	29		
<input checked="" type="checkbox"/> Digital	42		
Report reflects information for quarter ending: 12/31/2008			
Have you opted to comply with Option One, Two, or Three (once elected, this choice may not change)? <input type="radio"/> Option One (A and D) <input checked="" type="radio"/> Option Two (B and D) <input type="radio"/> Option Three (C and D)			
Over the past quarter, have you fully complied with the requirements of this option?		<input checked="" type="radio"/> Yes <input type="radio"/> No	
Simulcasting:			
Are you simulcasting on your Analog channel and your primary Digital stream?		<input checked="" type="radio"/> Yes <input type="radio"/> No	
Application Purpose:			
<input checked="" type="radio"/> DTV Education Report			
<input type="radio"/> Amendment		File Number -	
If an amendment, include a comment explaining the reason and the portions of the pending application that are being revised. THIS IS NOT AN AMENDMENT, BUT PLEASE NOTE THAT ON JANUARY 7, 2009, WTXF-TV FILED A CONSUMMATION NOTICE RELATED TO ITS CHANGE IN OWNERSHIP FROM FOX TELEVISION STATIONS OF PHILADELPHIA, INC. TO FOX TELEVISION STATIONS, INC. HOWEVER, AS WE ARE DOING THIS FILING, WE NOTE THAT CDBS HAS NOT UPDATED OUR LICENSEE NAME AT THIS POINT.			

Section B (For broadcasters electing Option Two)

On its analog channel, and its primary digital stream, a station must run an average of 16 transition-related PSAs and 16 transition-related crawls, snipes, and/or tickers per week in each quarter, all between the hours of 5 a.m. and 1 a.m. It must also run one 30 minute DTV-related informational program once, and one 100-Day Countdown piece per day for the 100 days prior to the conclusion of the transition. Comment boxes MUST be used to describe these compliant activities (See rules for additional details).

Total Number of Eligible DTV Transition-Related PSAs and Crawls, Snipes, and/or Tickers (CSTs) Run -- Last Quarter

How many DTV PSAs and CSTs did your station run between 5:00 a.m. and 1:00 a.m. last quarter?

Total 5:00 a.m. to 1:00 a.m. PSAs	340
Total 5:00 a.m. to 1:00 a.m. CSTs	221
For informational purposes only, how many DTV PSAs and CSTs did your station run in the last quarter from 6:00 a.m. to 9:00 a.m.?	
Total 6:00 a.m. to 9:00 a.m. PSAs	39
Total 6:00 a.m. to 9:00 a.m. CSTs	0
For stations located in the Eastern or Pacific Time Zone, how many DTV PSAs and CSTs did your station run in the last quarter from 6:00 p.m. to 11:35 p.m. (must average at least 4 per week)?	
Total 6:00 p.m. to 11:35 p.m. PSAs	105
Total 6:00 p.m. to 11:35 p.m. CSTs	91
For stations located in the Central or Mountain Time Zone, how many DTV PSAs and CSTs did your station run in the last quarter from 5:00 p.m. to 10:35 p.m.(must average at least 4 per week)?	
Total 5:00 p.m. to 10:35 p.m. PSAs	
Total 5:00 p.m. to 10:35 p.m. CSTs	
Comments:	

30 Minute Educational Programs - Last Quarter

How many 30 minute, DTV-related informational programs did your station run during the quarter? At least one such program must be run between the hours of 8:00 a.m. and 11:35 p.m., prior to February 17, 2009.	
Total number of 30 Minute Informational Programs	0
Comments:	

100-Day Countdown Eligible Pieces - Last Quarter

Beginning on November 10, 2008, all stations participating in Option Two will engage in special 100-Day "Countdown to DTV" activities. Stations must execute a minimum of one "Countdown to DTV" on-air activity per day during the 100 days leading up to February 17, 2009. During the last quarter, how many of each eligible 100-Day "Countdown to DTV" pieces did your station run?	
52	Graphic Displays
0	Animated Graphics
0	Graphic and Audio Displays
0	Longer Form Reminders
Comments:	

Section D (For all broadcasters)

Additional DTV On-air Initiatives - Last Quarter	
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Did your station run additional on-air initiatives (such as news reports, town hall meetings, etc.) during the quarter? The comment box may be used to describe these initiatives.	<input checked="" type="radio"/> Yes <input type="radio"/> No
Comments: FOX 29 AIRED A 2-MINUTE LIVE D-TV READINESS "TEST" NOVEMBER 17TH AND DECEMBER 17TH, AND FIELDDED EMAILS AND PHONE CALLS FROM VIEWERS FOLLOWING THE TESTS. FOX 29 ALSO DID NEWS REPORTS DURING "GOOD DAY PHILADELPHIA," "THE FOX 29 NEWS AT FIVE," AND "THE FOX 29 NEWS AT TEN," ON THE FOLLOWING DATES AND TOPICS: OCTOBER 3 - CONSUMER REPORTER MICHELE BUCKMAN REPORTED ON THE NATIONAL ASSOCIATION OF BROADCASTERS' D-TV ROADSHOW AT PHILADELPHIA CITY HALL AND WHAT VIEWERS NEED TO KNOW ABOUT THE D-TV TRANSITION. NOVEMBER 5TH, SHE DID A REPORT ON HOW CABLE CUSTOMERS WILL BE AFFECTED BY THE DIGITAL TRANSITION. NOVEMBER 12TH SHE DID A REPORT ON A TOWN HALL MEETING IN PHILADELPHIA IN WHICH AN FCC COMMISSIONER ANSWERED QUESTIONS ABOUT THE DIGITAL TRANSITION. IN CONJUNCTION WITH THE NOVEMBER 17TH READINESS "TEST," MICHELE BUCKMAN DID A SATELLITE INTERVIEW WITH U.S. DEPARTMENT OF COMMERCE ACTING ASSISTANT SECRETARY MEREDITH BAKER TO DISCUSS THE DIGITAL TRANSITION. EVERY NEWSCAST BEGINNING A WEEK BEFORE THE LIVE READINESS "TESTS" FOX 29 AIRED A REMINDER ABOUT THE UPCOMING TESTS AND WHAT VIEWERS WOULD SEE IF THEY PASSED OR FAILED THE TEST. DECEMBER 18TH, THE MORNING AFTER THE SECOND D-TV READINESS TEST, FOX 29 HOSTED A LIVE D-TV WEB CHAT FROM 8 TO 9AM ON "GOOD DAY PHILADELPHIA."	
Station Website Additional Activity Related to the DTV Transition - Last Quarter	
Does your station have a Website?	<input checked="" type="radio"/> Yes <input type="radio"/> No
If YES, did your station provide additional DTV related information or activities on that Website? The comment box may be used to describe what was posted on the station's Website.	<input checked="" type="radio"/> Yes <input type="radio"/> No
Comments: ON FOX 29'S HOME PAGE, WWW.MYFOXPHILLY.COM, THERE IS A "DTV ANSWERS" GRAPHIC AND TEXT READING "FIND OUT THE LATEST ABOUT THE BIG MOVE TO DIGITAL TELEVISION IN FEB. 2009." THERE IS A LINK TO THE WEBSITE: DTVANSWERS.COM. IN ADDITION, DECEMBER 18TH FROM 8-9AM, FOX 29 HOSTED A LIVE WEB CHAT ON THE DIGITAL TV TRANSITION DURING "GOOD DAY PHILADELPHIA."	
Additional DTV Outreach Efforts -- Last Quarter	
Check all of the DTV related activities listed below that your station engaged in over the last quarter. The comment box may be used to describe this activity.	
<input type="checkbox"/> Speaking Engagements Comments:	
<input checked="" type="checkbox"/> Community Events Comments: FOX 29 DISTRIBUTES DTV FACT SHEETS AT COMMUNITY EVENTS IN WHICH IT PARTICIPATES AS A MEDIA SPONSOR.	
<input checked="" type="checkbox"/> Other (describe) Comments: FOX 29 SET UP A DEDICATED "DIGITAL TV TRANSITION" HOTLINE AND EMAIL ADDRESS TO PERSONALLY ANSWER VIEWER QUESTIONS ABOUT THE D-TV TRANSITION. STATION ENGINEERS FIELD THE PHONE CALLS AND EMAILS TO GIVE PERSONALIZED ADVICE TO VIEWERS. THE TELEPHONE NUMBER IS 800-817-4325 AND THE EMAIL ADDRESS IS DTV@MYFOXPHILLY.COM. HUNDREDS OF INQUIRIES HAVE BEEN HANDLED TO DATE.	
This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.	
Comments:	

Station Certification	
I certify that the statements in this document are true, complete, and correct to the best of my knowledge and belief, and are made in good faith.	
Typed or Printed Name of Person Signing	Typed or Printed Title of Person Signing COMMUNITY AFFAIRS DIRECTOR
Signature JENNIFER E. BEST	Date (mm/dd/yyyy) 01/08/2009

WILLFUL FALSE STATEMENTS ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

FCC NOTICE REQUIRED BY THE PAPERWORK REDUCTION ACT

We have estimated that each response to this collection of information will take 3 hours. Our estimate includes the time to read the instructions, look through existing records, gather and maintain required data, and actually complete and review the form or response. If you have any comments on this estimate, or on how we can improve the collection and reduce the burden it causes you, please write the Federal Communications Commission, AMD-PERF, Paperwork Reduction Project (3060-1115), Washington, D.C. 20554. We will also accept your comments via the Internet if you send them to pra@fcc.gov. Remember - you are not required to respond to a collection of information sponsored by the Federal government, and the government may not conduct or sponsor this collection, unless it displays a currently valid OMB control number or if we fail to provide you with this notice. This collection has been assigned an OMB control number of 3060-1115.

THE FOREGOING NOTICE IS REQUIRED BY THE PAPERWORK REDUCTION ACT OF 1995, P.L. 104-13, OCTOBER 1, 1995, 44 U.S.C. 3507.